



KSDZ-FM & KDJL-FM - DJ Broadcasting, Inc.
P.O. Box 390
Gordon, NE 69343

2022 Nebraska Political Primary

Herbster For Governor

Friday, April 22, 2022, 10:53am – Received email :60 LUR Request from Susan Scrimshaw

Friday, April 22, 2022, 11:12am – Email sent with :60 LUR

Friday, April 22, 2022, 11:26am – Email received with order instructions. Traffic and payment will be sent separately.

Friday, April 22, 2022, 12:06pm – Email received with fully produced :60 audio. Sponsor ID and audio approved by James Lambley.

Friday, April 22, 2022, 12:40pm – PB-19 Received.

Friday, April 22, 2022, 15:20pm – Email Received with notification of payment processing.

Uploaded to FCC KSDZ & KDJL Political Files on Saturday, April 22, 2022.

PKS
4/23/22

Subject **Re: Herbster**
From KSDZ/KDJL <twister@twisterradio.com>
To Susan Scrimshaw <susan@smartmediagrp.com>
Reply-To <twister@twisterradio.com>
Reply-To <twister@twisterradio.com>
Date 2022-04-22 11:44

roundcube +

You're Welcome and Thank You.

DJ Broadcasting, Inc.
KSDZ & KDJL Radio
The Twister
P.O. Box 390
Gordon, NE 69343

(308) 282-2500
Fax: (308) 282-0061

web address: twisterradio.com

email: twister@twisterradio.com



This station does not discriminate in the sale of commercial time, and will not accept advertising which, in its sole opinion, is purchased with an intent to discriminate unlawfully on the basis of race, gender, or ethnicity. The advertiser hereby certifies that its purchase of commercial time is not made for an unlawful discriminatory purpose, including specifically that it is not based upon a decision to place advertising on a station on the basis of race, gender, or ethnicity.

On 2022-04-22 11:40, Susan Scrimshaw wrote:

Got it thanks so much



SMART MEDIA GROUP
powering winning campaigns™

Susan Scrimshaw

4/23/22

Susan@SmartMediaGrp.com

757-343-9329

From: KSDZ/KDJL <twister@twisterradio.com>
Sent: Friday, April 22, 2022 1:39 PM
To: Susan Scrimshaw <susan@smartmediagr.com>
Subject: Re: Herbster

[EXTERNAL]

KSDZ Radio

6492 230th Lane

Gordon, NE

69343

DJ Broadcasting, Inc.

KSDZ & KDJL Radio

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4/23/22

On 2022-04-22 11:35, Susan Scrimshaw wrote:

Got it. rates quoted are net but I grossed them up for the order. Can you provide me street address for check? Made out to KSDZ-FM?



SMART MEDIA GROUP
powering winning campaigns™

Susan Scrimshaw

Susan@SmartMediaGrp.com

757-343-9329

From: KSDZ/KDJL <twister@twisterradio.com>
Sent: Friday, April 22, 2022 1:34 PM
To: Susan Scrimshaw <susan@smartmediagrp.com>
Subject: Re: Herbster

[EXTERNAL]

Thank You, I'll look for it. But do NOTE Rates Quoted are Net to Station and we don't accept Credit Card Payments. FedEx a check. Thank You.

Respectfully,

Jim Lambley

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KSDZ & KDJL Radio
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Fax: (308) 282-0061

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4/23/22



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On 2022-04-22 11:26, Susan Scrimshaw wrote:

Hi Jim, I've sent an order thru to you. It comes via ORDER VALET. Please look for the email from ORDER VALET and once you get it one it up and you will see that you can click to "accept" please do so. I will be sending authorization to run a credit card later today. Thomas or Kiera will send you traffic ASAP.

Looking forward to working with you.



Susan Scrimshaw

Susan@SmartMediaGrp.com

757-343-9329

From: KSDZ/KDJL <twister@twisterradio.com>
Sent: Friday, April 22, 2022
To: Susan Scrimshaw <susan@smartmediagrp.com>
Subject: Re: Herbster

[EXTERNAL]

Hello Susan,

My rate card is attached and is self explanatory.

4/23/22

Look forward to putting The TWISTER to work for Mr. Herbster.

Please note: One money put's you on both stations and together we cover over 14 million acres of real estate here in the Heart Of Beef Cattle Country.

((The News Interview with Charles W went well this morning. I hope you have a chance to listen to it.))

Respectfully,

Jim Lambley

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On 2022-04-22 10:53, Susan Scrimshaw wrote:

Hi! Please send :60 LUR rates

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

4/23/22

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Subject **ORDER NOTIFICATION: Order for HRBST, ORDR, 424430 on KSDZ-F Order # 30080139 Rev. 000**
From SMART MEDIA GROUP <OrderValet@mediaocean.com>
To <twister@twisterradio.com>
Date 2022-04-22 11:23



- SMGSSCRI-30080139-000.pdf (~219 KB)

An order has been sent to you. Please review the attached order and click **here** to Accept or Reject the order.
To submit makegood(s) electronically, click **here**.

Order # 30080139 revision # 000

Order Notification Date/Time 04/22/2022 13:23:39 EDT

E-Mailed To Jim Lambley twister@twisterradio.com

Media	RA
Client	HRBST Herbster for Governor
Product	ORDR Order
Estimate	424430 4/24/22-4/30/22 Radio
Station	KSDZ - F

Order Valet
provided by
Mediaocean

Sender Susan Scrimshaw

Sender Phone 757-343-9329

Sender Location Smart Media Group

Sender Comments

This transmission may contain information that is privileged, confidential and exempt from disclosure under applicable law. If you are not the intended recipient, you are hereby notified that any disclosure, photocopying or distribution of these contents is unauthorized and prohibited. If you have received this in error, please notify the sender immediately and destroy all copies.

4/23/22

PROGRAM..... BRP101
 COMPANY..... 01 Smart Media Group
 OFFICE..... 01 Alexandria

BUY DETAIL REPORT

RUN DATE 4/22/22
 RUN TIME 13:23:36
 PAGE 1

MEDIA..... RA RADIO
 CLIENT..... HBSST Herbster for Governor
 PRODUCT..... ORDER Order
 ESTIMATE..... 424430 4/24/22-4/30/22 Radio
 STATION..... KSDZ F KSDZ
 CHANNEL 95.5

RATING SERVICE ARB
 FLIGHT DATES 4/24/22 - 4/30/22

ITEM	DAY(S)	TIME	BA	COST	Q	NUMBER OF SPOTS PER WEEK	TOTAL SPOTS
1	MTWTF..	0600A-0700P		28.00	G	3 3 4 4 4	18
	60	JIM LAMBLEY REP					

4/18/22 - 4/30/22
 TOTAL SPOTS 18
 TOTAL COST 504.00

4/23/22

HERBSTER, VOM



Political Broadcast Agreement Form for Candidate Advertisements (PB-19)

4/23/22



Political Broadcast Agreement Form for Candidate Advertisements (PB-19)

This form may serve as a model agreement for the sale of political broadcast advertising time and to facilitate compliance with the Federal Communications Commission's (FCC) record retention requirements. Broadcasters seeking information on how the FCC's political broadcast rules and record retention requirements apply to their specific circumstances should seek the advice of their own attorney.

Please note:

You will be prompted to save this form after each entry of your electronic signature. Make sure to re-save the form if you enter any information after entering your electronic signature.

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A companion to this form is NAB's Political Broadcast Catechism. To assist with your understanding of the political advertising rules, an all-new Political Advertising Primer course will become available via Broadcast Education in March 2020.

Broadcast Education is NAB's home for online educational offerings, including live and on-demand webcasts, podcasts and certificate courses. For more information, visit [education.nab.org](https://www.nab.org/education).

NAB members have access to an array of member tools and benefits. To access additional member tools, please visit [nab.org/MemberTools](https://www.nab.org/MemberTools).

4/23/22

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Smart Media Group, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Charles W. Herbster

Authorized committee:

Herbster for Nebraska

Agency requesting time (and contact information):

☐

N/A

SMART MEDIA GROUP

SUSAN SCRIMSHAW

757-343-9329

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Governor of Nebraska

Date of election:

May 10, 2023

☐

General

☒

Primary

Treasurer of candidate's authorized committee:

James Houlihan

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

☐

the candidate listed above who is a legally qualified candidate, or

☒

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

Candidate/Committee/Agency

Signature:

Smart Media Group

Digitally signed by Smart Media Group
Date: 2021.12.20 14:34:42 -05'00'

Name: Smart Media Group

Date of Request to Purchase Ad Time: 12/20/21

Station Representative

Signature:

Name:

Date of Station Agreement to Sell Time:

4/23/22

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Name:

Date:

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station?

☒

Yes

☐

No

Date ad received:

4-22-22

Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).

Federal candidate certification signed (above):

☐

Yes

☒

No

☒

N/A

Disposition:

☒

Accepted

☐

Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*

☐

Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:

2995-00002

Station Call Letters:

K50Z/KBJL

Date Received/Requested:

2-22-22

Est. #:

Station Location:

GORDON, NE

Run Start and End Dates:

4-25-22 / 4-29-22.

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

Proof of Performance will be uploaded to FCC site
at the end of Broadcast media Billing month.

4/23/22

KSDZ & KDJL
PO Box 390
Gordon, NE 69343
308-282-2500

Client: HERBSTER FOR GOVERNOR
Order #: 2995-00002
Description: POLITICAL ADVERTISING
Date Entered: 4/22/2022
P.O.#: SUSAN SCRIMSHAW
Salesperson: HOUSE, .
Invoice Frequency: Billed at end of Media Month, Sorted by Date
Phone/Fax: 757-343-9329

SMART MEDIA GROUP
Attn: SUSAN SCRIMSHAW
PO BOX 26067
ALEXANDRIA, VA 22313

Package Charges

Start Date	End Date	Station	Description of Charge	Repeated	Qty	Rate	Total
1 4/24/2022	4/24/2022	KSDZ	PKG BILL FOR APR ADS	Monthly	1	504.00	504.00

On-Air Schedule

Start Date	End Date	Station	Scheduled Time/Event	Repeated	Length	Qty	Rate	Total	M	Tu	W	Th	F	Sa	Su
1 4/25/2022	4/29/2022	KSDZ	06:00:00 to 19:00:00	Weekly	1:00	18			3	3	4	4	4	0	0

Order Start Date: 4/24/2022 Order End Date: 4/29/2022 Spots: 18

Total Charges: \$504.00
Combined Discounts: \$75.60
Total Net: \$428.40

Projected Media Month Billing Totals for HERBSTER FOR GOVERNOR / 2995-00002 :

		<u>Spot Count</u>	<u>Gross Billing</u>	<u>Combined Disc.</u>	<u>Net Billing</u>
April	2022	0	\$504.00	\$75.60	\$428.40
May	2022	18	\$0.00		\$0.00

Confirmed & Accepted for KSDZ & KDJL By:

Accepted for SMART MEDIA GROUP By:

Please Sign and Return One Copy